



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

09/943,609

08/29/2001

Jeffery C. Beman

193645.01/MFCP.145676

1937

45809 7590 06/22/2010

SHOOK, HARDY & BACON L.L.P.
(MICROSOFT CORPORATION)
INTELLECTUAL PROPERTY DEPARTMENT
2555 GRAND BOULEVARD
KANSAS CITY, MO 64108-2613

EXAMINER

LAstra, DANIEL

ART UNIT

PAPER NUMBER

3688

MAIL DATE

DELIVERY MODE

06/22/2010

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 09/943,609	Applicant(s) BEMAN ET AL.	
	Examiner DANIEL LASTRA	Art Unit 3688	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
 - If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
 - Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 30 November 2009.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1,2,4-15,18-24,26-31 and 33-49 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-2, 4-15, 18-24, 26-31, 33-49 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____. | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date _____.
5) <input type="checkbox"/> Notice of Informal Patent Application
6) <input type="checkbox"/> Other: _____. |
|--|---|

DETAILED ACTION

1. Claims 1-2, 4-15, 18-24, 26-31, 33-49 have been examined. Application 09/943,609 (SYSTEM AND METHOD FOR ESTIMATING AVAILABLE PAYLOAD INVENTORY) has a filing date 08/29/2001.

Response to Amendment

2. In response to Final Rejection filed 07/29/09, the Applicant filed an RCE on 11/30/09, which amended claims 1-2, 4, 8-9, 12-15, 18-20, 23-24, 26-27, 33-49 and cancel claims 3, 25 and 32.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1-2, 8-15, 18-24, 31, 33-43 and 49 are rejected under 35 U.S.C. 102(e) as being anticipated by Lee (US 6,466,970) in view of Matsliach (US 6,879,994).

As per claims 1, 18 and 34, Lee teaches:

A method for estimating appropriate advertisement inventory the method comprising:

utilizing a first computing process, generating a target market segment array *corresponding to each of the one or more* advertisement target market segment criteria, wherein each target market segment array includes a plurality of array elements *each array element* corresponding to a period of time (see col 6, lines 15-35; col 13, lines 55-67);

obtaining an advertisement request from one of a user and a content provider, the advertisement request including one or more target market data elements and the advertisement request being associated with a time (see col 6, lines 15-35);

upon determining that at least one of the one or more the target market data elements corresponds to a particular one of the one or more advertisement target market segment criteria obtained from the advertiser incrementing a numerical identifier in one or more of the plurality of array elements included in the target market segment array that corresponds to the particular one of the one or more advertisement target market segment criteria utilizing a second computing process, *and processing a plurality of numerical identifiers incremented in association with the one or more target market segment arrays to determine appropriate advertisement inventory at a particular time* (see col 13, lines 55-67)

wherein the first and second computing processes are performed by one or more computing devices (see col 6, lines 35-45).

Lee does not expressly mention obtaining one or more advertisement target market segment criteria from an advertiser for delivering at least one advertisement. However, Matsliach teaches a that it is old and well known in the promotion art to target advertisements to users based upon matching advertisers' constraints, such as age, gender, demographic with client requests such as relevant to a search query and keeping track in a log file on how well each advertisement performed in order to determine the effectiveness of said advertisement (see col 4, line 60 – col 5, line 30). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Lee would obtain advertisements' target parameters from advertisers in order to target advertisements to clients, as taught by Matsliach and would keep track in a log file of the performance of ad campaigns in

order to determine the effectiveness of advertisements and therefore, produce reports showing detailed return of investment information.

As per claim 2, Lee does not teach:

wherein generating target market segment array corresponding to each of the one or more advertisement target market segment criteria includes:

parsing the one or more target market segment criteria in a particular order and generating the target market segment arrays in an order corresponding to the particular order of one or more advertisement target market segment criteria. However, Matsliach teaches a that it is old and well known in the promotion art to target advertisements to users based upon matching advertisers' constraints, such as age, gender, demographic with client requests such as relevant to a search query and keeping track in a log file on how well each advertisement performed in order to determine the effectiveness of said advertisement (see col 4, line 60 – col 5, line 30). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Lee would obtain advertisements' target parameters from advertisers in order to target advertisements to clients, as taught by Matsliach and would keep track in a log file of the performance of ad campaigns in order to determine the effectiveness of advertisements and therefore, produce reports showing detailed return of investment information.

As per claims 8, 19 and 35, Lee teaches:

wherein the at least one advertisement is from an advertisement campaign (see col 5, lines 1-10).

As per claims 9, 20 and 36, Lee does not expressly teach:

wherein the one or more advertisement target market segment criteria includes user demographic information. However, the same argument made in claims 1, 18 and 34 is also made in claims 9, 20 and 36 with respect to the missing limitation.

As per claims 10, 21 and 37, Lee does not expressly teach:

wherein the user demographic information includes a user age. However, the same argument made in claims 1, 18 and 34 is also made in claims 10, 21 and 37 with respect to the missing limitation.

As per claims 11, 22 and 38, Lee does not expressly teach:

wherein the user demographic information includes a user gender. However, the same argument made in claims 1, 18 and 34 is also made in claims 11, 22 and 38 with respect to the missing limitation.

As per claims 12, 23 and 39, Lee does not expressly teach:

wherein the one or more advertisement target market segment criteria includes one or more keywords. However, the same argument made in claims 1, 18 and 34 is also made in claims 12, 23 and 39 with respect to the missing limitation.

As per claims 13, 24 and 40, Lee does not expressly teach:

wherein the one or more advertisement target market segment criteria includes an identifier of a target content provider. However, the same argument made in claims 1, 18 and 34 is also made in claims 13, 24 and 40 with respect to the missing limitation.

As per claims 14 and 42, Lee teaches:

wherein *the numerical identifier corresponds to the time associated with the advertisement request* (see col 6, lines 3-45).

As per claims 15 and 43, Lee teaches:

wherein each of the plurality of array elements is representative of a 1-hour time increment (see col 6, lines 30-35 "fixed period of time").

As per claim 31, Lee does not expressly teach:

wherein the plurality of array elements includes 168 array elements. However, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that because Lee's array elements monitor usage activity for a period of time (see col 6, lines 35-45; col 13, lines 55-67) that monitoring a 1 hour periods of time for 7 days would total 168 arrays of a fixed period of time of 1 hour.

As per claims 33 and 49, Lee teaches:

wherein the advertisement manager component is operable to generate advertisement campaign compliance data by processing the atomic market segment data (see col 5, lines 1-10).

As per claim 41, Lee does not teach:

a user information store operable to obtain a user identifier and provide user identifier criteria to one or more target market data elements. However, the same argument made in claims 1, 18 and 34 is also made in claim 41 with respect to the missing limitation.

5. Claims 4-7, 26-30 and 44-48 are rejected under 35 U.S.C. 102(e) as being anticipated by Lee (US 6,466,970) in view of Matsliach (US 6,879,994) and further in view of Langheinrich (US 6,654,725).

As per claim 4, Lee fails to teach:

wherein the processing of *the plurality of numerical identifiers* includes applying a trend analysis. However, Langheinrich teaches a system which uses trend analysis to forecast future advertisements requests (see page col 9, lines 1-30). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Lee and

Matsliach would use the effectiveness of advertisements to generate business, as taught by Langheinrich in order to forecast the delivery of advertisements to said users for the purpose of optimizing said delivery.

As per claims 5-7, Lee fails to teach:

wherein the trend analysis includes a least-squared trend analysis or linear trend analysis or set theory trend analysis. However, Langheinrich teaches a system which uses trend analysis to forecast future advertisements requests (see page col 9, lines 1-30). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Lee and Matsliach would use the effectiveness of advertisements to generate business, as taught by Langheinrich in order to forecast the delivery of advertisements to said users for the purpose of optimizing said delivery.

As per claims 26 and 44, Lee fails to teach:

Generate future advertisement data and advertisement request capacity data by processing the atomic market segment data. However, Langheinrich teaches a system, which forecast advertisements requests based upon the effectiveness of advertisements to generate business (see col 9, lines 1-30). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Lee and Matsliach would use the effectiveness of advertisements to generate business, as taught by Langheinrich in order to forecast the delivery of advertisements to said users for the purpose of optimizing said delivery.

As per claims 27 and 45, Lee fails to teach:

wherein the advertisement manager component generates future inventory advertisement data by applying a forecasting method. However, Langheinrich teaches a system which uses trend analysis to forecast future advertisements requests (see page col 9, lines 1-30). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the

application was made, to know that Lee and Matsliach would use the effectiveness of advertisements to generate business, as taught by Langheinrich in order to forecast the delivery of advertisements to said users for the purpose of optimizing said delivery.

As per claims 28-30 and 46-48, Lee fails to teach:

wherein the trend analysis includes a least-squared trend analysis or linear trend analysis or set theory trend analysis. However, Langheinrich teaches a system which uses trend analysis to forecast future advertisements requests (see page col 9, lines 1-30). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Lee and Matsliach would use the effectiveness of advertisements to generate business, as taught by Langheinrich in order to forecast the delivery of advertisements to said users for the purpose of optimizing said delivery.

Response to Arguments

6. Applicant's arguments with respect to the claims have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to DANIEL LASTRA whose telephone number is 571-272-6720 and fax 571-273-6720. The examiner can normally be reached on 9:30-6:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, LYNDIA C JASMIN can be reached on (571) 272-6782. The official Fax number is (571) 273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

/DANIEL LASTRA/
Primary Examiner, Art Unit 3688
June 18, 2010.